

**Amendments to the Claims:**

This listing of claims will replace all prior versions and listings of claims in this application. Added text is indicated by underlining, and deleted text is indicated by ~~striketrough~~. Changes are identified by a vertical bar at the left edge of text.

**Listing of Claims:**

1                   1.       (currently amended) A method for selecting advertisements for  
2 presentation to client computers on a computer network, comprising:

1                   (a) having on a server computer a plurality of possible advertisements that may be  
2 presented to a client computer and having at least one key word associated with each  
3 advertisement;

4                   (b) receiving from a client computer a request for delivery from a server of a  
5 document containing words;

6                   (c) selecting from the plurality of advertisements a first selected advertisement  
7 and a second selected advertisement for which an associated key word matches a word in the  
8 requested document;

9                   (d) comparing a productivity value associated with the first selected advertisement  
10 and a productivity value associated with the second selected advertisement and further selecting  
11 the advertisement with the higher productivity value; and

12                   (~~de~~) delivering to the client computer the further selected advertisement along  
13 with the requested document.

1                   2.       (original) The method of claim 1 further comprising giving greater weight  
2 to matching words that are close to a beginning of the document than matching words that are  
3 farther from the beginning of the document.

1                   3.       (original) The method of claim 1 further comprising: tracking keywords  
2 entered by a user into a search engine to find the document and then delivering still more

3 targeted ads for that particular user based on the keywords entered by the user to find the  
4 document.

1 4. (original) The method of claim 1 further comprising: using words entered  
2 by a user in prior searches to determine the advertisement to be presented to the user when  
3 subsequently viewing other pages regardless of the content on the page.

1 5. (canceled).

1 6. (previously presented) The method of claim 1 wherein selecting  
2 comprises:  
3 (i) identifying bid values from one or more ad content sources for keywords  
4 identified on a requested content page for display at the client computer;  
5 (ii) determining a productivity score for the keywords on the requested content  
6 page in accordance with the bid values from the ad content sources for the keywords;  
7 (iii) selecting an ad content source having the greatest productivity score for the  
8 identified keywords.

1 7. (previously presented) The method of claim 6, wherein selecting the  
2 advertisement with the higher value comprises constructing a decision matrix relating to the  
3 supplemental content sources and their associated productivity scores.

1 8. (previously presented) The method of claim 6, wherein selecting the  
2 advertisement with the higher value further comprises selecting an advertising type in  
3 accordance with the productivity score.

1 9. (previously presented) The method of claim 6, wherein selecting the  
2 advertisement with the higher value further comprises selecting an advertising type in  
3 accordance with the relevance score.

1                   10.     (previously presented) The method of claim 6, wherein selecting the  
2 advertisement with the higher value further comprises selecting an advertising type in  
3 accordance with a cost per click value associated with the productivity score.

1                   11.     (currently amended) A method for selecting content for display at a client  
2 computer communicating over a computer network, the method comprising:

3                   (a) determining a relevance score for content of a document at a server computer  
4 for delivery to a requesting client computer;

5                   (b) determining at least one valuation for the content from each of two or more  
6 supplemental content sources;

7                   (c) generating a productivity score for each of the supplemental content sources in  
8 accordance with the corresponding content valuation for the supplemental content source;

9                   (d) selecting the supplemental content source having the greatest productivity  
10 score;

11                  (e) serving the requested document and supplemental content from the selected  
12 supplemental content source for delivery to the requesting client computer.

1                   12.     (previously presented) The method of claim 11, wherein the document  
2 comprises a Web page.

1                   13.     (previously presented) The method of claim 12, wherein document  
2 content comprises keywords of the Web page.

1                   14.     (previously presented) The method of claim 12, wherein the valuation  
2 comprises keyword bid values from the supplemental content sources.

1                   15.     (previously presented) The method of claim 14, wherein the bid values  
2 are received from the supplemental content sources in response to a request for bids issued after  
3 a request for the Web page from the requesting client computer.

1                   16.     (previously presented) The method of claim 12, wherein the supplemental  
2 content from the selected supplemental content source comprises advertising content for delivery  
3 with the Web page.

1                   17.     (previously presented) The method of claim 11, wherein the supplemental  
2 content sources comprise sources of Web advertising content.

1                   18.     (previously presented) The method of claim 11, wherein selecting the  
2 supplemental content source comprises constructing a decision matrix relating to the  
3 supplemental content sources and their associated productivity scores.

1                   19.     (previously presented) The method of claim 11, wherein selecting the  
2 supplemental content source further comprises selecting an advertising type in accordance with  
3 the productivity score.

1                   20.     (previously presented) The method of claim 11, wherein selecting the  
2 supplemental content source further comprises selecting an advertising type in accordance with  
3 the relevance score.

1                   21.     (previously presented) The method of claim 11, wherein selecting the  
2 supplemental content source further comprises selecting an advertising type in accordance with a  
3 cost per click value associated with the productivity score.

1                   22.     (new) A method for selecting content for display at a client computer  
2 communicating over a computer network, the method comprising:  
3                   identifying relevant advertisements from a plurality of stored advertisements in  
4 response to receiving from a client computer a request for delivery from a server of a document  
5 containing words;  
6                   determining revenue generation potential of words contained in the requested  
7 document;

8                   generating a productivity score for each of the relevant advertisements in  
9   accordance with the revenue generation potential in accordance with the words in the requested  
10 document;  
11                   selecting the relevant advertisement having the greatest productivity score for  
12 delivery.

1                   23.   (New)   The method as in claim 22, wherein determining revenue  
2   generation potential comprises a bid for ad placement process.